

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 7/8/2014	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve Amendment No. 1 to the agreement for services with Positive Futures to continue to provide stewardship tourism development and implementation services for the San Luis Obispo County Tourism Business Improvement District (CBID) in FY 2014-15 in the amount of \$25,000. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board approve Amendment No. 1 to the agreement for services with Positive Futures to continue to provide stewardship tourism development and implementation services for the San Luis Obispo County Tourism Business Improvement District (CBID) in FY 2014-15.			
(6) FUNDING SOURCE(S) County Business Improvement District Assessments	(7) CURRENT YEAR FINANCIAL IMPACT \$25,000.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) All Districts			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 7/8/2014

SUBJECT: Request to approve Amendment No. 1 to the agreement for services with Positive Futures to continue to provide stewardship tourism development and implementation services for the San Luis Obispo County Tourism Business Improvement District (CBID) in FY 2014-15 in the amount of \$25,000. All Districts.

RECOMMENDATION

It is recommended that the Board approve Amendment No. 1 to the agreement for services with Positive Futures to continue to provide stewardship tourism development and implementation services for the San Luis Obispo County Tourism Business Improvement District (CBID) in FY 2014-15.

DISCUSSION

On July 10, 2012, the County approved a two year agreement with Inside/Outside Associates and Positive Futures on behalf of the County's Business Improvement District (CBID) to provide stewardship tourism development services. Subsequent to that agreement, Inside/Outside Associates and Positive Futures changed their name to just Positive Futures.

On April 30, 2014, the CBID Advisory Board determined that Positive Futures had satisfactorily carried out the original agreement's scope of work. The Advisory Board voted to recommend the agreement be amended for one year (July 1, 2014 through June 30, 2015) in order to continue the development and implementation of the stewardship tourism program as shown on the scope of work included as Exhibit A. The continued implementation of the program will be a cooperative effort between the CBID Advisory Board and Administrator, the CBID's core marketing firm, Mental Marketing/TJA Advertising, the local area fund advisory boards, and staff from Positive Futures.

OTHER AGENCY INVOLVEMENT/IMPACT

The CBID Advisory Board approved forwarding this recommendation at their April 30th, 2014 meeting. County Counsel reviewed the agreement for form and legal effect.

FINANCIAL CONSIDERATIONS

The CBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the CBID. This amendment will be funded completely out of those assessments and no County General Fund dollars will be used. The amendment covers the period of July 1, 2014 through June 30, 2015. The total contract amount is \$25,000 (\$25,000 per year).

RESULTS

The County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the CBID Advisory to meet the expectations of the lodging business owners paying the assessment. The CBID Advisory Board will track the performance of Positive Futures during the term of this amendment. A recap of the services and results can be found in Attachment #1.

ATTACHMENTS

1. Amendment No. 1 to the July 10, 2012 agreement
2. Exhibit A - Scope of Work
3. Attachment #1 - Stewardship Travel Strategy - 2 year Outcome Report
4. CBID April 30, 2014 minutes